

null
Dianne Wampler 10/11/2006 08:20:58 AM From DB/Inbox: Dianne Wampler

Cable
Text:

UNCLAS ANKARA 05850

SIPDIS
CX:

ACTION: PA
INFO: DCM POL PMA ECON AMB

DISSEMINATION: PAO /1
CHARGE: PAS

APPROVED: A/PAO: EMCKAY
DRAFTED: AIO: SMORIMURA
CLEARED: IO: KSCHALOW

VZCZCAYI073
RR RUEHC
DE RUEHAK #5850 2791435
ZNR UUUUU ZZH
R 061435Z OCT 06
FM AMEMBASSY ANKARA
TO SECSTATE WASHDC 9281

UNCLAS ANKARA 005850

SIPDIS

DEPARTMENT FOR EUR/PPD, PA/OBS (SANTULLI), EUR/SE,
PA/OBS/BE (GSANTULLI), PB/PBS, EAP/PD AND IIP (AFELDMAN)

E.O. 12958: N/A
TAGS: [KPAO](#) [TU](#)
SUBJECT: POST WRAP-UP REPORT ON NTV'S TV CO-OP

¶1. Summary: A TV co-op program with Turkish all-news TV station NTV resulted in five original documentary programs covering US-Turkey trade relations, US-Turkey defense relations, Cyprus policy, the fourth anniversary of the September 11 attacks, and western US history and culture. In addition, the station produced ten short segments on US border security and control, as well as several short pieces on cultural events. The pieces aired between August and November, 2005, some during prime time and some during the day. While there are no reliable rating figures commercially available for individual NTV programs, among Turkey's four all-news broadcasters, NTV dominates the sector with a 56% prime time market share. The TV co-op opportunity was seen as valuable by the NTV team. End Summary.

¶2. TV Co-op Production: The NTV team produced five documentary segments and over 10 short pieces during two separate trips to the US, the first from June 5 to June 19, 2005, and the second from August 28 to September 12, 2005. The three-person crew visited Washington DC, Florida, North Dakota, Texas and New York to meet with government officials, artists, dancers, NGO officials and ordinary citizens. The resulting segments provided a favorable depiction of the US, covering a wide variety of topics, including "US Border Policy," "US-Turkish Trade Relations" and "The Wild West."

¶3. Program Descriptions:

- Wild West documentary, featuring interviews with residents, historians and academics in North Dakota, aired in conjunction with the US TV series "Into the West" (59 minutes, 24 seconds)
- US-Turkey Trade Relations, featuring interviews with government officials and business people (19 minutes 46 seconds)
- US-Turkish Defense Relations (24 minutes 30 seconds)
- Interview with former US Special Coordinator for Cyprus, Thomas Weston (25 minutes, 7 seconds)
- Fourth Anniversary of September 11 attacks, live broadcast from

New York City, featuring interviews with visitors to Ground Zero, an historian, a downtown New York small business owner, and coverage of the commemoration ceremony (About 20 minutes)

- A program covering a variety of topics: lobbying in America, US border security, the Seattle Bumbershoot Arts Festival, belly dancing and square dancing in Dallas and the NASA Visitors Center in Houston (14 minutes)

- Border security and border control, including interviews on the Canadian and Mexican borders (10 segments, averaging 2-4 minutes each)

¶4. Viewer Reaction: NTV received extensive positive feedback from viewers. The "Wild West" segments received special attention, as several newspapers reported on the program including Islamist-oriented daily "Yeni Safak." Pairing the series with broadcasts of the popular US TV series "Into the West" also contributed to the documentary's high viewer ship (according to the station, no specific figures available).

¶5. Evaluation: Reporter Ahmet Yesiltepe, despite having served as NTV's New York correspondent for several years, found the opportunity to travel to the US and report on the experience invaluable. He appreciated the access to people at all levels that he was able to get with the help of the Department producer. In addition, because of his own experience, he was able to capitalize on the timing of his visits, broadcasting live on the anniversary of the 9/11 attacks and recording interviews on US-Turkey trade relations at the annual American-Turkish Council Conference in Washington DC in June 2005, for example.

¶6. Co-op Partner: NTV is not only the most watched all-news channel in Turkey, but it is also the most respected based on its reputation for responsible journalism and quality production. That quality is apparent in the segments produced based on material from the TV Co-op reporting trips. Its programming reaches a sophisticated audience of decision-makers. Our only complaint about NTV during this project was that post experienced difficulty in obtaining the required production report and copies of the segments.

¶7. Benefits to the Mission: The TV Co-op program contributed to the Mission goals in two ways: by encouraging responsible journalism, an essential element in the MPP goal of promoting democratic systems; and by providing direct access to experts and information for the production of accurate and fair TV segments on important MPP issues such as US-Turkey trade and defense relations.

¶8. Post would like to especially thank U.S.-based PA/OBS Producer Maryam Jazayeri and PA/OBS/BS Producer George Santulli for their support with this project. Broadcast quality tapes or DVDs of the segments will be sent to George Santulli in the Department.

WILSON